

XI Packaging Alterations

Pennsylvania Simply Sweet Onion Packaging – In the first year the product was raised commercially (2001) on just an acre or two sales were through local farmers markets and a handful of local grocers. Packaging for shipment to these outlets was handled ad hoc, using whatever containers were available.

However, transporting product across several hundred miles for delivery to a large distribution center and their subsequent delivery to the store as well the possibility of using the shipping containers for displaying the product required a standardized shipping container.

Pennsylvania Preferred worked with Cross Creek farms to develop a suitable onion crate that carried the label for Pennsylvania Simply Sweet as well as the Pennsylvania Preferred logo. The crate could be stacked seven high and netted to a pallet for trucking across the state to Philadelphia.

Changing the Country Time Farm Labeling – Country Time Farm's hot dogs were sold on a limited basis through health food stores in northeast Pennsylvania.

The customer for the product was pre-disposed to eschew conventional product marketing and satisfied with an almost "generic" labeling. However, the shift to a broader consumer market required a corresponding reaction to the packaging of the product to make it more appealing.

Drawing on the research conducted during Phase I of the FSMIP project a label was crafted that would resonate the "farm-fresh" nature of the product. The label was designed to resemble a traditional wood cut and the image of a farm at sunrise was the central image. Four-color printing made for an eye-catching presentation and the words "nitrate free" were highlighted on the label.